

2008 Sierra Solutions

Opening Plenary & Keynote Session: Friday 8:45am-10am

Welcome Address: Rusty Gregory-CEO Mammoth Mountain Ski Area; Steve Frisch-Sierra Business Council; Jim Branham-Sierra Nevada Conservancy

Keynote Address: Lucy Blake-Founder of Sierra Business Council, former CEO Apollo Alliance

Track 1: Session 1: Friday, October 3, 2008 10:30am-12pm

Connecting People, Land and Communities

Learn approaches for integrating environmental, economic and social values when engaging in community planning

Facilitator: Lucy Blake

Speakers: Gino Genasci-tent.; Sage Romero-tent. Paiute Shoshone Tribal Member; Washoe or Maidu Tribal Leader; Regional Council of Rural Counties Representative, tbd

Who Should Attend?

- Local Government representatives
- Non-Government Organization representatives
- Agricultural Community
- Resource Industry Community

Link to enhanced description: The Connecting People, Land and Communities session has been designed to incorporate a number of key elements that are crucial to creating sustainable communities.

- Community Member Groups – Identifying member groups of the community and their critical roles and contributions to the community.
- Community Character – Identifying unique attributes of the individual community and how those may affect and influence community planning.
- Community Vision – Identifying what groups wish to see and live within and around the community.
- Existing Industries and Economy – Identify existing industries and economy for opportunities of economic expansion, growth and/or sustainability.
- Opportune Types of Development – Identifying potential development types and areas in keeping with community vision.
- Growth Frontier-How big should a community grow? Natural or logical boundaries?
- Defining Environmental Contributors – Determining what environmental aspects will impact community vision.

- Local and non-Local Interest Groups – Who else will be interested/affected and how do you incorporate views?

Track 1: Session 2: Friday, October 3, 2008 1pm-2:30pm

Low Impact Development Strategies

Participate in an informational session and interactive speaker panel and learn what Low Impact Development means and how it can be implemented to improve the quality of your community and its watershed.

Facilitator: Krissy Gilbert, Sierra Business Council

Speakers: Chris White, Balance Hydrologics; Kevin Breen, Lahontan Golf Club Superintendent; Patricia Hickson, Sierra Nevada Alliance; Greg Gearheart, State Water Resources Control Board

Who Should Attend?

- Planners
- Developers
- Realtors
- Environmental Groups
- Government Agencies
- Contractors
- Landscape Superintendents

Link to enhanced description: Low Impact Development (LID) is an alternative to the way water is addressed in traditional development. Traditional development, both on a parcel or landscape scale, significantly increases impervious surfaces and removes native vegetation and soils, leading to increased runoff, rapid transport of pollutants to waterbodies, and dramatically altered hydrology. Current development standards require systems be put in place to efficiently collect stormwater and convey it to large holding ponds, wastewater treatment facilities, or directly to local waterbodies. This leads to adverse effects on waterbodies.

Low Impact Development (LID) standards aim to maintain or restore the natural hydrologic functions of project sites. LID plays a vital role in promoting environmental stewardship and protecting the available natural resources which otherwise would diminish or vanish in the conventional development process.

In this session, you will learn more about the principle of LID, be presented with tools and challenges to implementing LID in the Sierra Nevada, hear about case studies of LID projects that have been successfully implemented, and see how LID fits into the bigger picture including defensible space for wildfire, native vegetation, and habitat for wildlife. You will leave the session with resources for moving forward on potential LID projects and have time for a question and answer session with a knowledgeable panel of LID professionals.

Track 1: Session 3: Friday, October 3, 2008 3pm-4:30pm

Inspiring Civic Engagement

Discover new approaches and processes to encourage public involvement-including young people-in philanthropy, volunteerism and decision-making in your community.

Facilitator:TBD

Speakers: John Chapman-Board Member Greenbelt Alliance & East Bay Community Foundation; Catherine Stifter-Co-creator Saving the Sierra; Stacy Corless-Editor, Eastside Magazine

Who Should Attend?

- Non-profit Representatives
- Media Representatives
- Community Planners
- The Ranching Community
- Grant Foundation Representative
- Those who sit on, or would like to sit on, a Board of Directors

Link to enhanced description: The Civic Engagement Session will present two distinguished speakers who are sure to inspire. John Chapman will open the session with a discussion that focuses on strategies for engaging the public to become active in their communities, with a special emphasis on philanthropy and building effective non-profit boards. John will present two case studies involving land conservation and community redevelopment.

The second half of this session will feature Catherine Stifter. Catherine will discuss how media can be used to engage a diverse representation of a community. This inventive presentation will demonstrate how an idea conceived over many years has sparked community interest and involvement across a unique and surprising set of citizens. Come learn how the Saving the Sierra radio storybook program has inspired people from all walks of life to get involved.

Track 1: Session 4: Saturday, October 4, 2008 9am-10:30am

Building Collaborative Leadership

How can collaborative leadership help you and your community achieve a common vision? This is an interactive presentation providing tools and processes for inspiring citizens to get involved in their communities.

Facilitator: Susan Dupre

Speakers: Susan Clark

Who Should Attend?

- Small Business Owners
- Planning Commissioners
- Town Council Members
- Supervisors
- Community Development Directors
- Community Members

Link to enhanced description:

The Building Collaborative Leadership session is designed to provide its participants with an array of tools to help facilitate effective dialogue in your community and inspire self-confidence, both on a personal and professional level. This session will feature a panel of experts who have dedicated their lives to bringing diverse groups together to find common ground. The benefits of learning how to engage in constructive discourse will translate into more productive work places, an ability to build trust and confidence in your staff and co-workers and the assurance that you are promoting an environment that takes the needs of everyone into consideration.

Note: All Training Sessions are open to the public. Training Sessions will run concurrently during Sessions 2 & 3 of both Tracks

Creating Sustainable Communities Training Sessions:

Track 1: Training Session A: Friday, October 3, 2008 1:30pm-4:30pm

Sierra Cascade Land Trust Council: Mapping a 10 Year Vision for Land Conservation

Facilitator: Cheryl Belcher

Track 1: Training Session B: Friday, October 3, 2008 1:30pm-4:30pm

Pacific Forest Lands and Stewardship Council: Investing in Youth-Leadership, Empowerment and Engagement

Facilitator: Steve Hagler

Track 1: Training Session C: Friday, October 3, 2008 1:30pm-4:30pm

Affordable Housing and Green Building: Why Combining these Concepts Makes Sense; Strategies, case studies, support and an interactive exercise for helping your community create sustainable housing for all income levels.

Facilitator: Darin Dinsmore-tent.

Speakers: Meea Kang-Domus Housing; Pam Hennarty-Mammoth Lakes Housing; Katie McCamant-Co-Housing Partners

Who Should Attend?

- Community Planners
- Affordable Housing Advocates
- Green Building Advocates
- Architects
- Designers
- Non-profits

Enhanced description: Green building and affordable housing. Why does this make sense? As we struggle to minimize our impact on the environment and provide housing for all walks of life, the issue of affordability is always at the top of the list. If we can design housing that reduces its energy consumption and carbon footprint, it will translate into tangible, financial savings on a monthly basis. Not only is this a benefit to the person being housed, who may be on a fixed income, but it's also a benefit to the environment. This session will present a panel of green housing experts from across the Sierra Nevada region. These sustainable housing advocates will provide a wide array of housing projects ranging from high density multi-family to single family units. In addition to learning about what's been built or is in the works, this session will discuss the merits of the "Integrated Design Approach" and convene the attendees into groups to perform a "mock" design charrette. We've packed a lot into this three hour training session. It should not be missed.

Track 2: Session 1: Friday, October 3, 2008 10:30am-12pm

Carbon Cooperative/Ecosystem Services

Explore current and future state and federal climate change and forest policies, and describe and discuss ways to help landowners and land managers measure, certify, market, and sell carbon credits from forestland conservation and management in the Sierra Nevada.

Facilitator: TBD

Speakers: Betony Jones- Sierra Nevada Carbon Cooperative; Michelle Passero, The Nature Conservancy (Policy); John Nickerson, California Climate Action Registry; Eric Holst, Environmental Defense Fund

Who Should Attend?

- Landowners
- Land trusts / Land managers
- Community Planners

Enhanced description:

The United States is beginning to shape the future of global carbon policy. California has begun instating policies to cap and trade greenhouse gases (GHG), resulting in a market for carbon credits. With national and state legislature decisions, and the end of the first Kyoto compliance period, the U.S. is beginning to set GHG emission targets by 2012. By establishing a market-driven system of tradable emission allowances, a new recognition of the contribution that forests play in mitigating climate change and impacts of deforestation will be brought to the table. The California Climate Action Registry (CCAR) has designed forest project protocols, adopted by the Air Resources Board, describing how to measure and capture benefits from conserving lands and promoting healthy forest growth. This session will describe proposed federal and state climate policies and facilitate discussion of review and upcoming revisions to current CCAR protocols. Experts will address protocol issues and provide updates on climate change and forest policy.

Sierra Business Council will present first-hand experience on obstacles and barriers to participation, and how the Sierra Nevada Carbon Cooperative is attempting to overcome them.

Track 2: Session 2: Friday, October 3, 2008 1pm-2:30pm

Climate Change and Waste Management

Learn what efforts are being made at the state, regional and local level to combat climate change by enacting innovative and effective waste management strategies.

Facilitator: Portia Sinnott-Sonoma County

Speakers: Nichole Dorr-Town of Truckee Recycling Coordinator; Tracey Harper-Nevada County Recycling Coordinator; California Integrated Waste Management Board Rep-tent.;

Who Should Attend?

- Town Managers
- Community Planners
- Supervisors
- Non-profit organizations
- Anyone who wants to learn how to divert their waste from landfills

Link to enhanced description: Every community creates waste, but every community does not process it in the same way. By taking an active role in how we process our waste, we can help to minimize our impact on climate change. The more efficient we become at diverting waste from our landfills and utilizing that waste to serve our needs by reuse, recycling or composting, the more benefits we will reap, both economically and environmentally. As the state imposes stricter mandates on waste management, communities must seek out ways to address how they deal with their waste.

Come learn about different strategies to make better use of what was once considered to be destined for the landfill. This session will feature programs being implemented throughout the Sierra Nevada and beyond, that are working to improve our environment with creative approaches to waste diversion.

Track 2: Session 3: Friday, October 3, 2008 3pm-4:30pm

The “Think Local First” Program

Learn more about Sierra Business Council’s “Think Local First” program, developed from a national model set forth by the Business Alliance for Local Living Economies. This program is designed to

support locally-owned, independent enterprises and focuses in areas such as retail, arts and music, investing, philanthropy, food, energy, forestry, and waste management.

Facilitator: TBD

Speakers: Mary Canada-Sierra Business Council; Nikki Streegan-Sierra Business Council; Leah Seagraves-Sierra Business Council; Community Representative/s from Sierra Nevada Region

Who Should Attend?

- Business Owners
- Media Representatives
- Citizens
- Investors
- Agricultural Professionals
- Waste Management Professionals
- Energy Professionals
- Forest Products Professionals
- Economic Development Professionals

Enhanced description:

This Session will detail “Think Local First” campaigns in the Sierra Nevada and the impact of similar programs across the nation. In light of this positive, action oriented program participants will take part in an experiential learning activity illustrating how money flows in a locally rooted, human scale economy compared to an economy inundated with chain stores, having corporate headquarters outside of the community.

Participants will explore four case studies in the areas of Retail Arts and Culture, Agriculture, Waste Management and Energy, and Investing in Philanthropy. Experts in each field will be presenting their story along with successes and challenges. Following this will be a visioning session where people will be able to explore integrating these concepts back to their communities.

Track 2: Session 4: Saturday, October 4, 2008 9am-10:30am

Renewable Energy and Land Use

Learn about opportunities for renewable energy projects in and around the Sierra Nevada, including potential benefits and challenges faced by communities as they consider such projects. Get introduced to efforts being made at the state level and learn how a renowned Brewing Company has made their operations a model for others to follow.

Facilitator: Rick Phelps-High Sierra Energy Foundation

Speakers: Cheri Chastain-Sierra Nevada Brewing Company; Rachel McMahon-Center for Energy Efficiency and Renewable Technology (CEERT) Rep; Sean Turner-Mammoth Lakes Brewing Co.; Joel Southall-Death Valley National Park

Who Should Attend?

- Town Planners
- Utility Providers
- Environmental Advocates
- Business Owners

Link to enhanced description:

The Renewable Energy and Land Use Session will present a variety of projects in and around the Sierra Nevada region that are working to minimize their carbon footprint while respecting the environment in which they are located. The intent of this session is to bring all parties to the table to open the dialogue between the proponents of renewable energy technology and those who are concerned about the environmental and habitat impacts that could arise from alternative energy projects. There are a number of innovative, collaborative efforts being made at the state level to address climate change through energy efficient and renewable transmission technology.

Come learn how California is taking great strides to ensure that a diverse representation of interests is considered as we move forward in our quest to rely less on fossil fuels and more on renewable technology. This session is sure to make an impression on those who desire a more collaborative approach to decision making. You won't be disappointed.

Note: All Training Sessions are open to the public. Training Sessions will run concurrently during Sessions 2 & 3 of both Tracks

The New Rural Economy Training Sessions:

Track 2: Training Session A: Friday, October 3, 2008 1:30pm-4:30pm

Energy Efficiency

Public utility companies are actively investing in ways to reduce energy consumption. Come learn how you can implement strategic measures to both reduce your energy usage and lower your utility bills.

Facilitator: Mary Tucker-Energy Program Manager, Office of Sustainability, City of San Jose-Environmental Services Department

Speakers: David Wylie-Engineer, tent.

Who Should Attend?

- Small Business Owners
- Facilities Managers
- Engineers
- Building Contractors
- Anyone who wants to lower their utility bills

Link to enhanced description:

This three hour training session will present the latest measures being implemented to create energy efficient buildings. PG&E and Southern California Edison are working across California to promote innovative technologies for a more sustainable future. Our expert energy engineer will provide the tools, approaches and systems necessary to begin to create a more energy conscious environment in your community. If you are interested in learning about energy audits, looking to reduce energy consumption in your buildings, and save money at the same time, this session is for you.

Track 2: Training Session B: Friday, October 3, 2008 1:30pm-4:30pm

Biomass Utilization and Stewardship Contracting:

Discover Biomass Utilization techniques along with value added products and modes for heating with this renewable resource. Stewardship Contracting will also be explored as a vehicle for land management, restoration, and for collaboration between diverse stakeholders towards healthy productive forests. Innovative case studies will be shared with successes, challenges, and modes for implementation.

Facilitator: Betony Jones-Sierra Business Council

Speakers: Marcus Kauffman, Resource Innovations, University of Oregon; Garreth Mayhead, Forest Products, University of California Berkeley

Who Should Attend?

- Building Managers renewable energy interests
- Company Environmental Managers
- School Officials
- Resource Managers
- Policy Makers
- Natural resource Professionals
- Loggers and Biomass Contractors
- Interested Businesses and Entrepreneurs
- Investors and Funders
- Economic Development Agencies
- Federal Employees
- Environmental Organizations
- Conservation groups

Enhanced description:

Biomass from Sierra Nevada forests will be examined as a renewable resource to mediate energy use introduced by Sierra Business Council's Betony Jones. Next Gareth Mayhead from UC Berkeley's Forest Products will explore Biomass Utilization further with modes for site-specific removal and markets for value added products.

Stewardship Contracting will then be introduced by University of Oregon's Marcus Kauffman with Resource Innovations as a land management mechanism with examples and opportunities for collaboration and implementation. We will then delve further into Institutional Heating in the Sierra Nevada including fuel types, combustion, economics of the system, and operations methodology. A "Fuels for Schools" case study will be shared here. Bruce Klein with the Bishop

Paiute Tribe will wrap up the session with local Stewardship Contracting and Biomass Utilization examples, markets, and offer insight in moving projects forward.